

Name, Address and Telephone Number of Attorney(s):

Bryan J. Freedman, Esq. (SBN 151990)  
 Steven B. Stiglitz, Esq. (SBN 222667)  
 FREEDMAN & TAITELMAN, LLP  
 1901 Avenue of the Stars, Suite 500  
 Los Angeles, CA 90067

UNITED STATES DISTRICT COURT  
 CENTRAL DISTRICT OF CALIFORNIA

PENSKE MEDIA CORPORATION, dba PMC, a  
 Delaware corporation,

CASE NUMBER

CV 11-7560-VBF (MRWx)

v.

Plaintiff(s)

PROMETHEUS GLOBAL MEDIA, LLC, a Delaware  
 limited liability company d/b/a hollywoodreporter.  
 com; and DOES 1 through 10, inclusive,

Defendant(s).

REQUEST:  
 ADR PROCEDURE SELECTION

Pursuant to Civil L.R.16-15, the parties request that the Court approve the following ADR procedure:

- ☒ **ADR PROCEDURE NO. 1** - The parties shall appear before the  
☒ district judge *or* ☒ magistrate judge assigned to the case for such settlement proceedings as the judge may conduct or direct.  
 Plaintiff consents only to the magistrate judge. Defendant consents to the district or the magistrate judge.
- ☐ **ADR PROCEDURE NO. 2** - The parties shall appear before a neutral selected from the Court's Mediation Panel for mediation.
- ☐ **ADR PROCEDURE NO. 3** - The parties shall participate in a private dispute resolution proceeding.

Dated: January 26, 2012

Bryan J. Freedman

Attorney for Plaintiff Penske Media Corporation

Dated: \_\_\_\_\_

Attorney for Plaintiff \_\_\_\_\_

Dated: January 26, 2012

Eve Wagner

Attorney for Defendant Prometheus Global Media, LLC

Dated: \_\_\_\_\_

Attorney for Defendant \_\_\_\_\_

NOTE: If additional signatures are required, attach an additional page to this request.